

**Amendments to the Claims:**

This listing of claims replaces all prior versions, and listings, of claims in this application.

1-12. (Canceled)

13. (Currently Amended) A method of constructing a web page that allows for ~~syndication~~ receipt of digital assets, the method comprising:

(a) constructing a web page; and

(b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, the inserted script including code to request the content of the digital asset from a remote site when the code is executed by a browser, the code including:

(i) a uniform resource identifier (URI) of the web page for use by the remote site in authenticating whether the URI is authorized to receive the content of the digital asset, and

(ii) a unique identifier of the content of the digital asset.

14. (Previously Presented) A method of claim 25 wherein the scripting language is JavaScript.

15. (Previously Presented) A method of claim 13 wherein the content is an executable file.

16. (Previously Presented) A method of claim 13 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the content.

17. (Currently Amended) An article of manufacture for constructing a web page that allows for ~~syndication~~ receipt of digital assets, the article of manufacture comprising a computer-readable medium encoded with computer-executable instructions for performing a method comprising:

(a) constructing a web page; and

(b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, the inserted script including code to request the content of the digital asset from a remote site when the code is executed by a browser, the code including:

- (i) a uniform resource identifier (URI) of the web page for use by the remote site in authenticating whether the URI is authorized to receive the content of the digital asset, and
- (ii) a unique identifier of the content of the digital asset.

18. (Previously Presented) The article of manufacture of claim 26 wherein the scripting language is JavaScript.

19. (Previously Presented) The article of manufacture of claim 17 wherein the content is an executable file.

20. (Previously Presented) The article of manufacture of claim 17 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the content.

21. (Currently Amended) A computer-implemented apparatus for constructing a web page that allows for syndication receipt of digital assets, the apparatus comprising:

- (a) means for constructing a web page; and
- (b) means for inserting script into the web page constructed by the means for constructing a web page, the script being associated with at least one digital asset that is desired to be part of a fully rendered web page, the inserted script including code to request the content of the digital asset from a remote site when the code is executed by a browser, the code including:

- (i) a uniform resource identifier (URI) of the web page for use by the remote site in authenticating whether the URI is authorized to receive the content of the digital asset, and
- (ii) a unique identifier of the content of the digital asset.

22. (Previously Presented) The apparatus of claim 27 wherein the scripting language is JavaScript.

23. (Previously Presented) The apparatus of claim 21 wherein the content is an executable file.

24. (Previously Presented) The apparatus of claim 21 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the content.

25. (Previously Presented) The method of claim 13 wherein the script is a scripting language.

26. (Previously Presented) The article of manufacture of claim 17 wherein the script is a scripting language.

27. (Previously Presented) The apparatus of claim 21 wherein the script is a scripting language.